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Collaboration

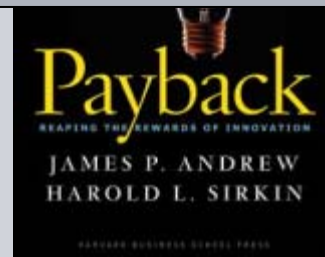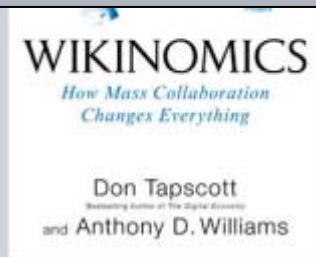**TEAMCENTER**

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6th Annual Acquisition Research Symposium
Defense Acquisition in Transition

WIKINOMICS
How Mass Collaboration Changes Everything

Don Tapscott
Bestselling author of The Digital Economy
and Anthony D. Williams

Payback
REAPING THE REWARDS OF INNOVATION
JAMES P. ANDREW
HAROLD L. SIRKIN
HARVARD BUSINESS SCHOOL PRESS

How Companies Use
Strategic Collaboration to
Find New Sources of Value
Ralph Welborn
Vince Kasten
Steve Ballmer
Chief Executive Officer of Microsoft Corp.

THAT CHANGE
EVERYTHING
They disrupt industries. They create markets.
And best of all, they hatch
new opportunities for you.
JETBLUE'S CEO
ON TEACHING
MANAGERS
TO LEAD
PLUS
TWO UNVEILS ITS
SECRET WEAPON

"Collaboration is the emerging innovation engine of business and only by breaking down the walls of their organizations to partner with other firms can companies move quickly enough to take advantage of today's fast-moving market opportunities" <u>The Jericho Principle</u>

Collaboration Progression

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Ad-Hoc / Transactional		**Structured / Role Based / Relational**	
Meeting	Email	Chat	Knowledge Mgmt
Telephone	Shared Folders	Instant Messaging	Document Mgmt
	Discussion Threads	Video	Workflow
	Information Portals	Team Rooms	Change Mgmt
	Electronic Workspaces	Team Calendars	Relationship Mgmt
		App. Sharing	Configuration Mgmt
		Document Mgmt	Project Mgmt
		Electronic Routing	Requirements Mgmt
		Product Design Conferencing	Product Data Mgmt
			Enterprise Integration
Connect	**Exchange**	**Interact**	**Manage**

Prevent Problems from Arising
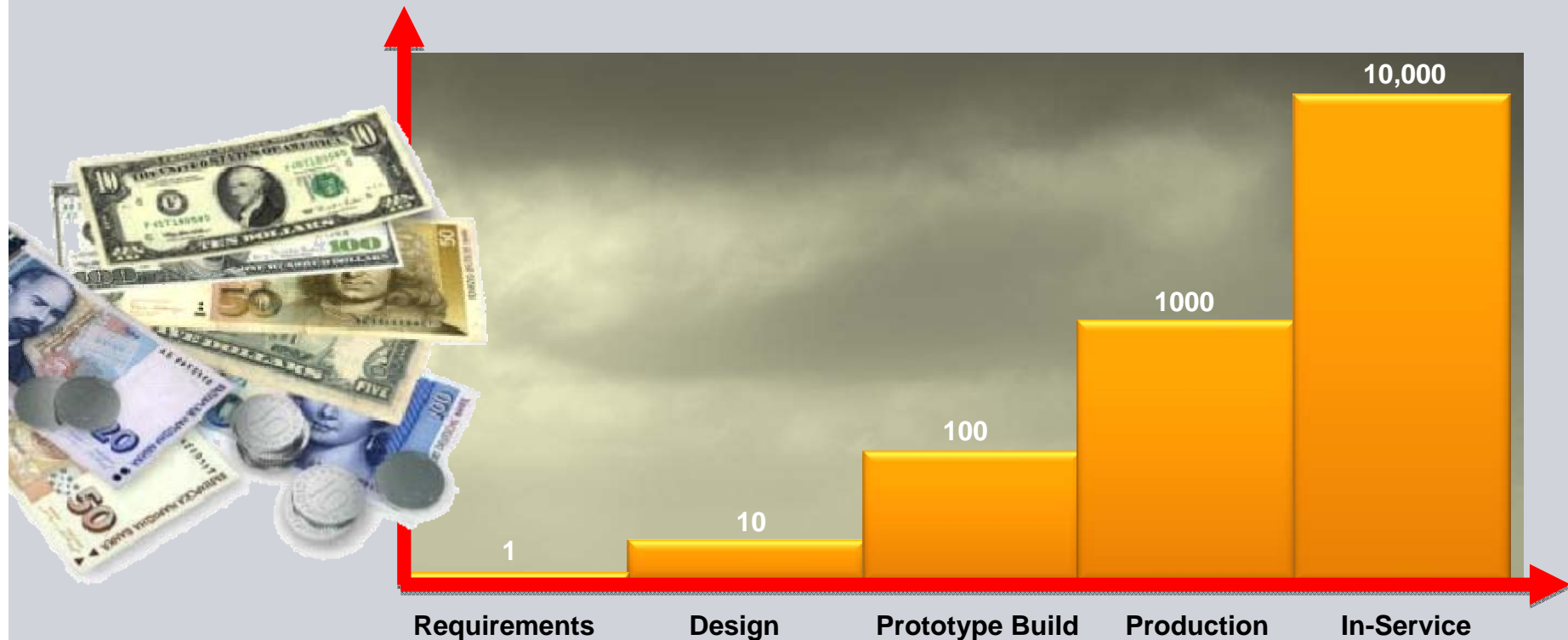
The cost of a *design change* rises by a multiple of 10 when the change is made in a development stage that is progressively later than the design stage....

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How Do We Leverage The Innovation From the Global Repository of Information

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...3,000 new users every 5 minutes…

World Regions	Population (2008 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Users Growth 2000-2008	Users % of Table
WORLD INTERNET USAGE AND POPULATION STATISTICS						
Africa	975,330,899	4,514,400	54,171,500	5.6 %	1,100.0 %	3.4 %
Asia	3,780,819,792	114,304,000	657,170,816	17.4 %	474.9 %	41.2 %
Europe	803,903,540	105,096,093	393,373,398	48.9 %	274.3 %	24.6 %
Middle East	196,767,614	3,284,800	45,861,346	23.3 %	1,296.2 %	2.9 %
North America	337,572,949	108,096,800	251,290,489	74.4 %	132.5 %	15.7 %
Latin America/Caribbean	581,249,892	18,068,919	173,619,140	29.9 %	860.9 %	10.9 %
Oceania / Australia	34,384,384	7,620,480	20,783,419	60.4 %	172.7 %	1.3 %
WORLD TOTAL	6,710,029,070	360,985,492	1,596,270,108	23.8 %	342.2 %	100.0 %

…Knowledge has to be improved, challenged, and increased constantly, or it vanishes - *Peter F. Drucker*

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Collaboration at the Relational Level

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Lifecycle Document Library

Requirements & Project

Tech. Portfolio Collaboration

Knowledge Capture

Idea Capture
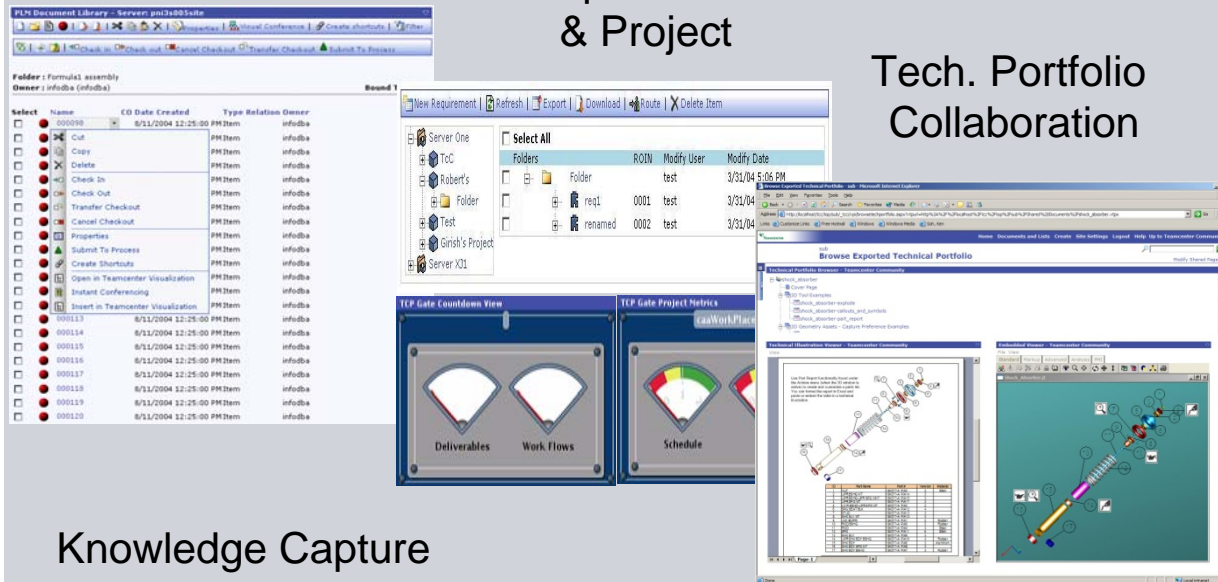
Customer Value

▶ Extend capabilities with ad hoc collaboration capabilities

▶ Enable casual users global users to access and leverage capabilities

▶ Streamline supplier interaction processes

▶ Harness enterprise knowledge and ideas
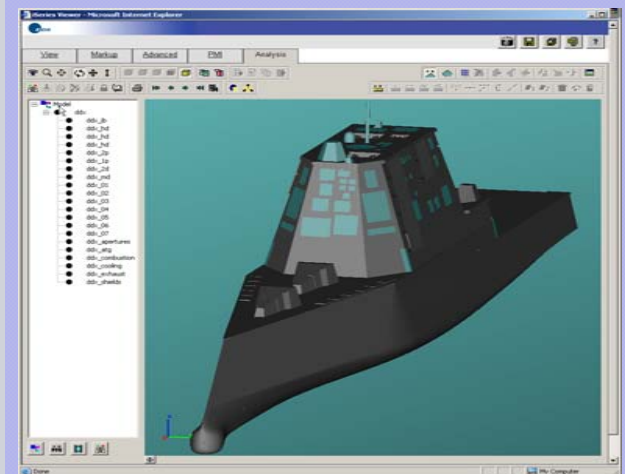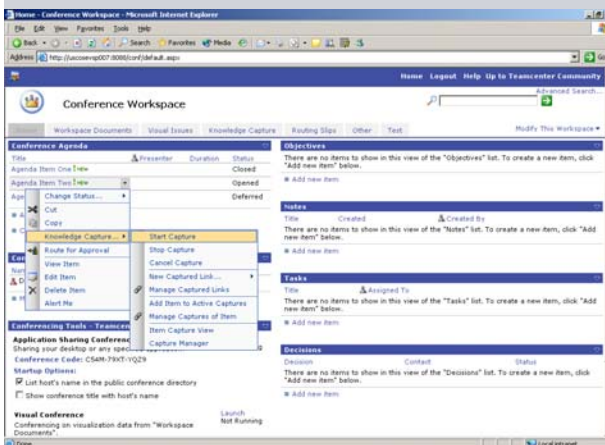
DDG1000 IDE Collaborative Structure
Push From Industry to Government

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LCS IDE Collaborative Structure
Push From Government to Government

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Product Lifecycle Collaboration
Customer Proof Point

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"I logged it out, and the supply chain for the FT-3 is about 51,000 miles long, or two times around the earth,"

Steve Ehlers
VP of product design and development

"We've got suppliers all the way from here to China. Being able to communicate with them by posting information on the Collaboration site - which is secure and tracks what is being done - **saves time and travel, and reduces errors**. People don't end up with the wrong version of a file."

"Maybe they are in advertising or marketing and need product information. They can **easily access the right information** through the Teamcenter site."

From the March 2006 issue of Manufacturing Business Technology magazine

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Collaboration Challenge -
Maintaining a Balance between Accessibility and
fulfilling Acquisition Requirements

Collaboration Benefits
- Number of Internet Users
- Social Networks
    - Twitter has 55M visitors a month
- Innovation
- Extend the enterprise
    - Virtual Subject Matter Experts
- Global reach
- Supplier Interactions
- Common Operating Picture = Virtual Program Office
    - DDG1000
    - LCS

Collaboration Challenges
- Number of Internet Users
- Social Networks
- Political unrest across the Tribes, Socialize the benefits
    - Workforce challenges
- Scope Creep
- Fast Tracked Fielded Systems vs. Supportable Systems

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Summary / Challenge

1980 Challenge to Jack Welch from Peter Drucker

"If you weren't already in a business,
would you enter it today?" he asked.

"And if the answer is no,
what are you going to do about it?"

2010 Challenge to Acquisition Community

If you're not in a Collaborative (Virtual Program Office) Business
Model today, What are you going to do about it?

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